GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:153
ANSWERED ON:18.07.2016
Development of Buddhist Sites
Sonkar Shri Vinod Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether any scheme has been formulated by the Government to develop the underdeveloped Buddhist pilgrimage sites for the purpose of tourism in various parts of the country;
(b) if so, the details of such sites in various States of the country including Uttar Pradesh;
(c) whether the Government has formulated any policy to publicise the cultural, heritage and tourist places of the country at international level;
(d) if so, the achievements made so far in terms of increase in number of foreign tourists; and
(e) the State-wise funds allocated and expenditure incurred by the State Governments for the conservation and beautification of cultural and tourist places particularly Buddhist tourist places during the last two years and the current year?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism has launched the Swadesh Darshan scheme in 2014-15 for integrated development of these based tourist circuits in the country. Buddhist Circuit is one of the thirteen thematic circuits identified for development under the scheme.

(b): Project proposal relating to Buddhist sites in any part of the country including in the State of Uttar Pradesh are eligible for grant of Central Financial Assistance under Buddhist Circuit theme of Swadesh Darshan Scheme.
(c): The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India tourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organizing road shows, know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programmes of the Ministry.

(d): The number of Foreign Tourist Arrivals in India during 2013, 2014 and 2015 were 6.97 million (growth of 5.9%), 7.68 million (growth of 10.2%) and 8.03 million (growth of 4.5%), respectively.

(e): List of projects sanctioned for the tourist circuits and destinations during the last two years and the current years is at Annexure.

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